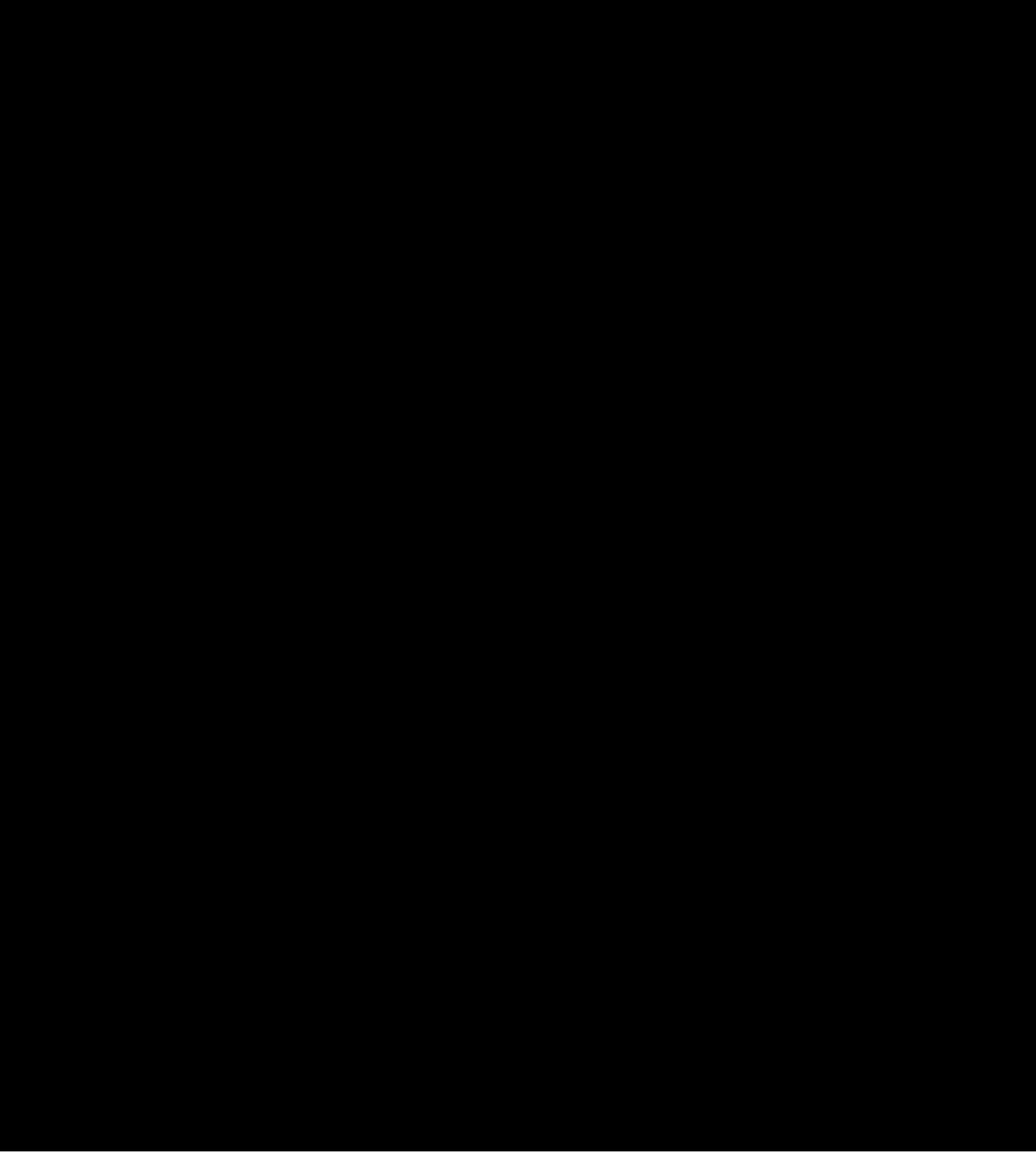




House" Beauty



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White—what color
is the perfect back-
ground?

your own neigh-
borhood. Pick out
attract you
look more livable
and you'll find that

Because White
in all the seasons
White gives a strik-
ingly to any dwell-
ers who have
their homes in-
them White.

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Zinc-O-Lith Is a New and Better White

White—The Playground of Sunshine and Shadows

JUST as the sun reflects its shine and shadows and there
glory on the clouds so does you will find comfort in a restful
it throw its myriad colors onto harmony of beautiful soft re-
the home dressed in white. Some reflections.

evening as the sun is setting in You can obtain these wonder-
its royal splendor watch it throw ful effects with the use of Zinc-
its brilliantly colored lights in O-Lith Pure White on your own
ever moving shafts over an arbor home. And you will find that
or home painted a glossy White. not only can you get a glossy
Watch the shadows form and white surface, but you will get a
dance in imaginary glee with White that is White and stays
the brilliant hues of the sun as White. No matter what surface
they break through the foliage you have to paint — your home,
of the trees or the lattice work trellises or arbors — paint them
of the rose arbor. There you will White, and—when you paint
find the playground of the sun—White, use Zinc-O-Lith.



GLD31313

Zinc-O-Lith Covers More Surface

Zinc-O-Lith Has Wonderful Hiding Properties

Zinc-O-Lith

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are desired, the t
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Some of the Unusual Qualities of Zinc-O-Lith

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paint with his trade. Although the paint that's all paint.
Zinc-O-Lith has been on the mar- There are many advantages in
ket but a few years, thousands of Zinc-O-Lith—outstanding points
of painters have now used this of merit that make Zinc-O-Lith
remarkable product and their valuable to the homeowner. Here
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From careful investigations that painter who prefers to work only with mate-
have been made Zinc-O-Lith has rials that cannot harm his health Zinc-O-Lith
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faction in every instance and in absolutely no lead and is guaranteed non-
no case has it been found that poisonous.
a painter who once used Zinc-O-Lith is a PURE White that
Lith did not use it again on sim- STAYS White—The pigments used in the
ilar painting work. Results count manufacture of Zinc-O-Lith are of the whitest
made of Pure Zinc and Lithopone cannot be
surpassed for perfect whiteness. These mate-
rials are ground only in the best grade of

Don't keep brushes when not in use in sun or heat.
Don't leave open can of Zinc-O-Lith uncovered over night.
Don't putty nail holes or cracks before priming coat.

Zinc-O-Lith Is Absolutely Non-Poisonous

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Zinc-O-Lith Leaves a Perfect Surface for Repainting

Some of the Unusual Qualities of Zinc-O-Lith—Continued

refined linseed oil and pure white Japan Dryer. Zinc-O-Lith is not affected by the actions of sulphuric gas, present in coal smoke, nor does it discolor when subjected to salt air, as do many other house paints. Zinc-O-Lith is Ready for Use—It will save time and labor on the job, since that is often wasted in mixing is completely absorbed where Zinc-O-Lith is used. In Ryan, where time is reduced, due to its remarkably uniform consistency, the time necessary for painting is reduced.

Zinc-O-Lith is for Outside or Inside—It is a general purpose paint, suitable for use either on interior walls and woodwork or for exterior painting. Zinc-O-Lith, when mixed with Flat Wall Paint makes an excellent wall coating or enamel undercoating.

Zinc-O-Lith has Wonderful Hiding Properties—It is extremely opaque, and due to the infinite fineness of the pigment, it hides similar to fine enamel. Although it is heavy in appearance Zinc-O-Lith brushes out with absolute ease and spreads on like ordinary house paint. It covers more surface than any other paint.

Zinc-O-Lith Covers More Surface—It covers as well as it hides. Approximately 20% more surface will be covered by Zinc-O-Lith than with the usual hand-mixed house paint.

Zinc-O-Lith Leaves a Perfect Surface for Repainting—It will not break, chip or crack when properly applied. Due to the pigment content and the oil used in grinding, Zinc-O-Lith chalks slowly, leaving a perfect paint film for repainting. The unusual fineness of the pigment gives an even, smooth surface. Only the best grade of refined linseed oil is used in grinding, thereby assuring a fine paint film.

Zinc-O-Lith Weathers for Years—It has withstood the most severe weather exposure for a period of six years. Hundreds of tests made have proven conclusively that Zinc-O-Lith will wear as long or longer than the best grade of house paints made. It can be applied with absolute assurance that it will stand up to satisfactory under any weather exposure.

Zinc-O-Lith Costs Less Per Gallon—Although Zinc-O-Lith is of the finest grade it actually costs less per gallon than other high grade house paints. While it is apparent that Zinc-O-Lith is in all respects equal, and in some respects superior, to other high grade paints, nevertheless the raw material costs are lower, and this fact, as well as longer wear, gives it a considerable economic advantage. Zinc-O-Lith gives better work at less expense.

Use Zinc-O-Lith of clean brushes
and a flame
to burn off the old paint thoroughly.
Then paint with the direct heat of the sun.



GLD31315

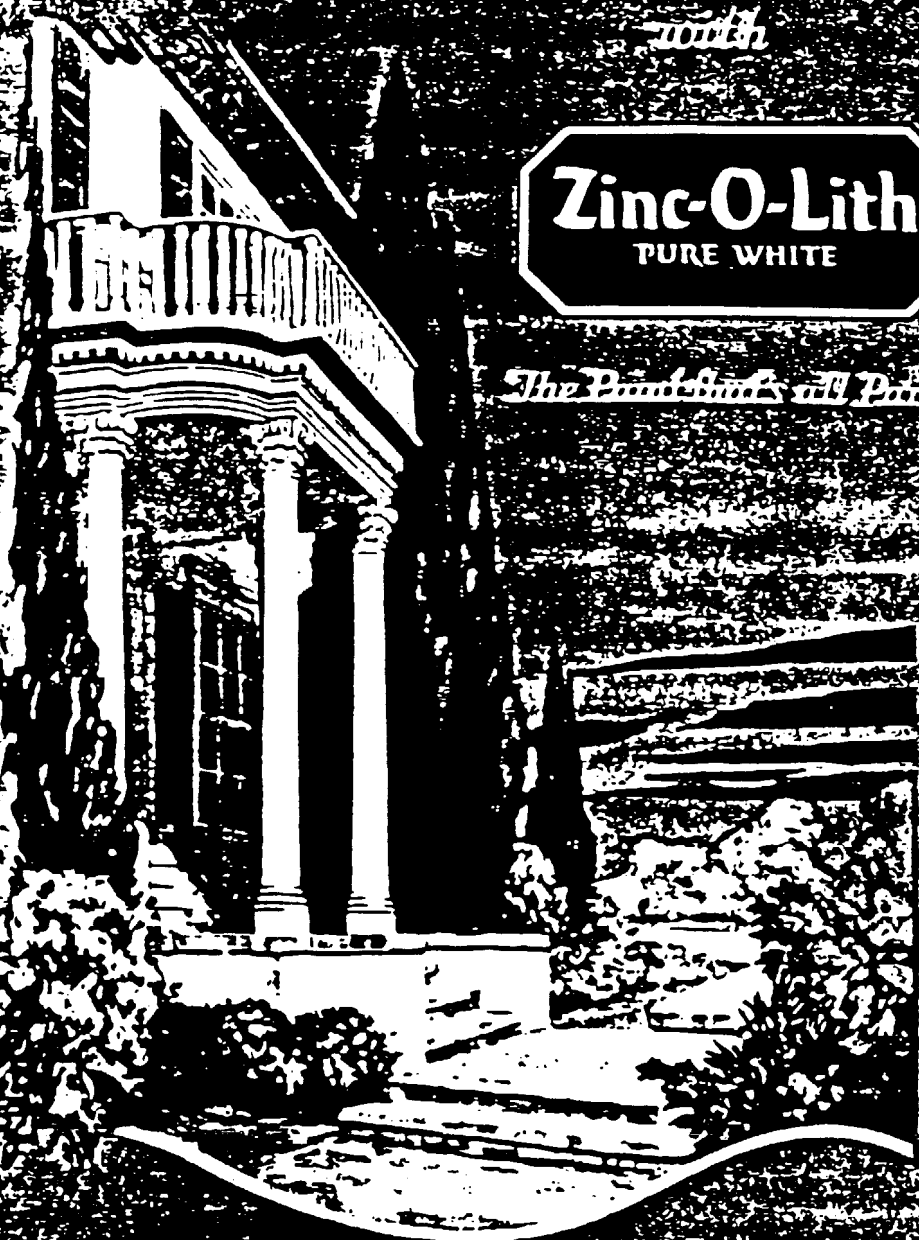
Zinc-O-Lith Reduces Painting Costs

WHITEHOUSE PAINTING

with

Zinc-O-Lith
PURE WHITE

The Paint that's all Paint



Zinc-O-Lith Gives REAL White House Beauty



White—In Harmony With All Seasons

WHITE HOUSE beauty is year 'round beauty. Whether it be the whiteness of Winter or the gorgeous mixture of Fall's bright colored foliage, the *White house* will blend in perfect harmony with the season. Fresh green lawns of Spring surrounding the most humble cottage will make a scene of beauty if it's painted *White*. For the flowers of Summer, all delicately tinted in pinks, lavenders and blues—banked against arbors and trel-

lises of purest *White*—what color could form a more perfect background than *White*?

Look around your own neighborhood in any season. Pick out the homes that attract you most, that look more livable and homey—and you'll find that they are *White*. Because *White* harmonizes with all the seasons and because *White* gives a striking individuality to any dwelling, home owners who have genuine pride in their homes invariably paint them *White*.

GLD31317

Zinc-O-Lith Costs Less Per Gallon

Zinc-O-Lith Is a New and Better White

White—The Playground of Sunshine and Shadows

JUST as the sun reflects its glory on the clouds so does it throw its myriad colors onto the home dressed in white. Some evening as the sun is setting in its royal splendor watch it throw its brilliantly colored lights in ever moving shafts over an arbor or home painted a glossy *White*. Watch the shadows form and dance in imaginary glee with the brilliant hues of the sun as they break through the foliage of the trees or the lattice work of the rose arbor. There you will find the playground of the sun-

shine and shadows and there you will find comfort in a restful harmony of beautiful soft reflections.

You can obtain these wonderful effects with the use of *Zinc-O-Lith Pure White* on your own home. And you will find that not only can you get a glossy white surface, but you will get a *White* that is *White* and stays *White*. No matter what surface you have to paint — your home, trellises or arbors — paint them *White*, and—when you paint *White*, use *Zinc-O-Lith*.



GLD31318

Zinc-O-Lith Covers More Surface

Zinc-O-Lith Has Wonderful Priming Properties



Some of the Unusual Qualities of Zinc-O-Lith

THE first painter to use *Zinc-O-Lith* made a prophecy. He foretold that some day *Zinc-O-Lith* would be the leading house paint with his trade. Although *Zinc-O-Lith* has been on the market but a few years, thousands of painters have now used this remarkable product and their approval of *Zinc-O-Lith* is the best indication of its qualities. From careful investigations that have been made *Zinc-O-Lith* has been found to give absolute satisfaction in every instance and in no case has it been found that a painter who once used *Zinc-O-Lith* did not use it again on similar painting work. Results count

—the painters of America know the value of a product like *Zinc-O-Lith* and their continued use of *Zinc-O-Lith* is proof that it is the paint that's all paint.

There are many advantages in *Zinc-O-Lith*—outstanding points of merit that make *Zinc-O-Lith* valuable to the homeowner. Here are some of the interesting facts:

Zinc-O-Lith is Non-Poisonous—For the painter who prefers to work only with materials that cannot harm his health *Zinc-O-Lith* is as harmless to use as enamels. It contains absolutely no lead and is guaranteed non-poisonous.

Zinc-O-Lith is a PURE White that STAYS White—The pigments used in the manufacture of *Zinc-O-Lith* are of the whitest made. Pure Zinc and Lithopone cannot be surpassed for perfect whiteness. These materials are ground only in the best grade of

Don't keep brushes when not in use in sun or heat.
Don't leave open can of *Zinc-O-Lith* uncovered over night.
Don't putty nail holes or cracks before priming coat.

GLD31319

Zinc-O-Lith Is Absolutely Non-Poisonous

Zinc-O-Lith Leaves a Perfect Surface for Repainting

Some of the Unusual Qualities of Zinc-O-Lith—Continued

refined linseed oil and pure white Japan Dryer. *Zinc-O-Lith* is not affected by the actions of sulphuric gases present in coal smoke, nor does it discolor when subject to salt air, as do many other house paints.

Zinc-O-Lith is Ready for Use—It will save time and labor on the job—time that is often wasted in mixing is completely eliminated where *Zinc-O-Lith* is used. Even where tints are desired, the time necessary for tinting is reduced, due to its remarkably uniform consistency.

Zinc-O-Lith is for Outside or Inside—It is a general purpose paint that can be used either on interior walls and woodwork or for exterior painting. *Zinc-O-Lith* mixed equal parts with Flat Wall Paint makes an excellent wall coating or enamel undercoating.

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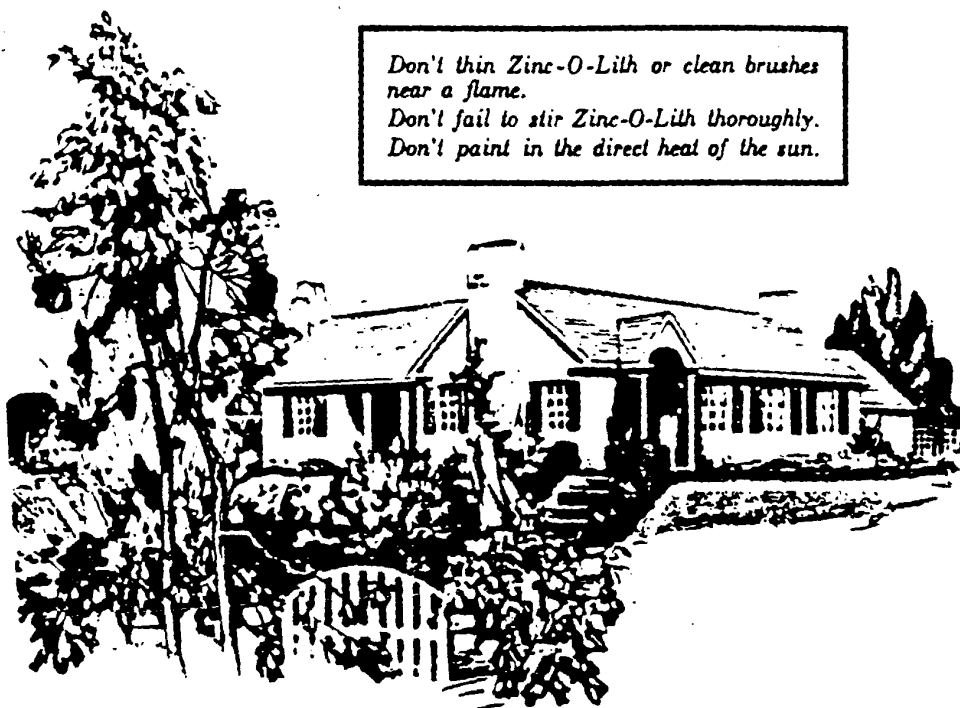
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Zinc-O-Lith Wears for Years—It has withstood the most severe weather exposure for a period of six years. Hundreds of tests made have proven conclusively that *Zinc-O-Lith* will wear as long or longer than the highest grade of house paints made. It can be applied with absolute assurance that it will wear and stand up satisfactorily under any weather exposure.

Zinc-O-Lith Costs Less Per Gallon—Although *Zinc-O-Lith* is of the finest grade it actually costs less per gallon than other high grade house paints. While it is apparent that *Zinc-O-Lith* is in all respects equal, and in some respects superior, to other high grade paints, nevertheless the raw material costs are lower and this fact, as well as longer wear, gives it a considerable economic advantage. *Zinc-O-Lith* gives better work at less expense.

Don't thin *Zinc-O-Lith* or clean brushes near a flame.
Don't fail to stir *Zinc-O-Lith* thoroughly.
Don't paint in the direct heat of the sun.



Zinc-O-Lith Reduces Painting Costs

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